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MARKET NEWS SERVICE on Poultry and Eggs

U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
MARKETING BULLETIN NO. 60

The MARKET NEWS SERVICE on Poultry and Eggs

WHAT IT IS

Poultry and egg market news—a service of the U.S. Department of Agriculture (USDA) and cooperating State agencies—consists of daily, weekly, monthly, and annual reports on price, supply and demand, quality and market conditions for poultry and egg products. These reports help maintain an orderly flow of products to market by providing up-to-the-minute, unbiased trading information to producers, processors, distributors, retailers, and others in the poultry and egg industries. The market news service is conducted under the supervision of USDA's Agricultural Marketing Service.

WHERE AND HOW MARKET NEWS IS COLLECTED

Information on poultry and eggs is gathered by professionally trained market news reporters anywhere business is done—on the farm, at country assembling plants, shipping points, and major consuming centers. The reporters talk with buyers and sellers, check negotiations and supply/demand conditions.

WHAT POULTRY AND EGG MARKET NEWS COVERS

Market news reports are available for a wide variety of the poultry and egg products marketed. Poultry reports are issued for broilers/fryers, fowl, roasters, turkeys, ducks, squabs, other miscellaneous poultry items, and rabbits. Egg reports are published on shell, frozen, and dried eggs. The reports provide data on movement, supply and demand, cold storage stocks, trading activity, price averages, and quality ranges.

HOW MARKET NEWS IS DISTRIBUTED

Market news offices across the country exchange daily and weekly market information over USDA's leased wire network. This information is disseminated through wire services, newspaper, radio, television, and reports mailed from market news offices. The frequency of mailed reports varies from one to three times a week, depending on the office.

In some market news offices, information is provided around the clock through a recorded telephone message. The message is changed frequently so that callers may receive current information on market conditions and prices.

GLOSSARY OF TERMS USED IN FEDERAL-STATE MARKET NEWS REPORTS

The following terms are used in USDA and Federal-State market news reports.

MARKET - a term with several meanings:
A geographic location where a commodity is traded.
The price, or price level, at which a commodity is traded.
To sell (verb).

MARKET ACTIVITY - The pace at which sales are being made.
active - Available supplies (offerings) are readily clearing the market.
moderate - Available supplies (offerings) are clearing the market at a reasonable rate.
slow - Available supplies (offerings) are not readily clearing the market.
inactive - Sales are intermittent with few buyers or sellers.

PRICE TREND - The direction in which prices are moving in relation to trading in the previous reporting period(s).
higher - The majority of sales are at prices measurably higher than the previous trading session.
firm - Prices are tending higher, but not measurably so.
steady - Prices are unchanged from previous trading session.
weak - Prices are tending lower, but not measurably so.
lower - Prices for most sales are measurably lower than the previous trading session.

SUPPLY/OFFERING - The quantity of a particular item available for current trading.
heavy - When the volume of supplies is above average for the market being reported.
moderate - When volume of supplies is average for the market being reported.
light - When the volume of supplies is below average for the market being reported.

DEMAND - The desire to possess a commodity coupled with the willingness and ability to pay.
very good - Offerings or supplies are rapidly absorbed.
good - Firm confidence on the part of buyers that general market conditions are good. Trading is more active than normal.
moderate - Average buyer interest and trading.
light - Demand is below average.
very light - Few buyers are interested in trading.

MOSTLY - The majority of sales or volume.

UNDERTONE - Situation or sense of direction in an unsettled market situation.

HOW TO GET MARKET NEWS INFORMATION

Poultry and egg market news can be obtained from offices in 17 States. You may telephone an office directly for information or ask to be placed on the mailing list for reports by writing the offices issuing mailed reports. The addresses of these offices are listed below. Contact the nearest one and tell them your needs.

Telephone numbers marked with an asterisk are those providing recorded messages 24 hours a day. Commodities covered vary by season and by office.

CALIFORNIA

Fresno 93721
2550 Mariposa St., Rm. 3075
(209) 488-5024

Los Angeles 90021
784 S. Central Ave., Rm. 292
(213) 622-7161
(213) 622-2406
*(213) 622-0784

Sacramento 95814
California Dept. of Food and Agriculture
1220 N St., Rm. 216
(916) 445-5721

San Francisco 94111
630 Sansome St., Rm. 710
(415) 556-3205

COLORADO

Denver 80202
721 19th St., Rm. 387
(303) 837-3223

CONNECTICUT

Hartford 06115
Connecticut Dept. of Agriculture
State Office Building
(203) 566-4276

FLORIDA

Mango 33550
Bureau of Market News
P.O. Box 48
(813) 272-2572

Tallahassee 32304
Florida Dept. of Agriculture and
Consumer Services
Mayo Building, Room 411
(904) 488-4366

GEORGIA

Atlanta 30309
1718 Peachtree St., N.W., Rm. 210
(404) 526-5121
* (404) 526-3075 Eggs
* (404) 526-3073 Broilers

ILLINOIS

Chicago 60605
536 S. Clark St., Rm. 988
(312) 353-6675
* (312) 922-2030 Eggs
* (312) 922-2997 Poultry (includes year-round turkey report)

IOWA

Des Moines 50309
210 Walnut St., Rm. 769
(515) 284-4471

LOUISIANA

Baton Rouge 70804
P.O. Box 44357, Capitol Station
(504) 389-5274
*(504) 389-5276

MISSISSIPPI

Jackson 39216
P.O. Box 4357, Fondren Station
(601) 969-4662

MISSOURI

Kansas City 64106
811 Grand Ave., Rm. 119
(816) 374-3458
(816) 374-3326

St. Louis
* (314) 621-8847

NEW JERSEY

Newark 07102
970 Broad St., Rm. 930
(201) 645-3930
*(201) 645-3369 Eggs
*(201) 621-6619 Poultry (includes year-round turkey report)

Trenton 08625
New Jersey Dept. of Agriculture
P.O. Box 1888
(609) 292-5567

NORTH CAROLINA

Asheville 28807
P.O. Box 7033
(704) 253-4091

Raleigh 27611
North Carolina Dept. of Agriculture
P.O. Box 27647
(919) 755-4377
(919) 829-7252

OHIO

Columbus 43215
65 South Front St., Rm. 710
(614) 469-6816
(614) 466-3860
(614) 466-5673

OREGON

Portland
*(503) 221-2350

PENNSYLVANIA

Philadelphia 19106
2nd & Chestnut Sts., Rm. 604-F
(215) 597-4502

Pittsburgh 15222
1000 Liberty Ave., Rm. 832-A
(412) 644-2898

TEXAS

Austin 78711
P.O. Box 12847, Capitol Station
(512) 475-2744
*(512) 475-3845

VIRGINIA

Harrisonburg 22801
Virginia Dept. of Agriculture
P.O. Box 147
(703) 434-0779

Richmond 23219
Virginia Dept. of Agriculture
203 North Governor St., Rm. 207
(804) 770-3947

All programs of the Department are available to everyone without regard to race, creed, color, sex, national origin, or political belief.

U.S. Department of Agriculture
Agricultural Marketing Service
Poultry Division
Washington, D.C. 20250

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